



West Essex Cricket Club

Social media, Text & Email Policy



Introduction:

West Essex Cricket Club recognises that social media sites such as Facebook, Twitter and YouTube, have become important and influential communication channels for our community and our club. They are not only very useful way for keeping in touch with friends, family and club members but are also a great way to exchange information. However, members must not forget that what they post on social networking sites may be seen across these networks, and are reminded that they must not bring West Essex Cricket Club (WECC) into disrepute or cause any distress to any other member. To assist in posting contents and managing these sites, West Essex Cricket Club has developed policies, guidelines and suggestions for official and personal use of social media. These policies, guidelines and suggestions apply to West Essex Cricket Club management team, captains, coaches, managers, players and members

Policy:

West Essex Cricket Club accepts/understands that some members will make use of social networking in their own time, using their own equipment. Whilst there is no intention to restrict any proper and sensible exercise of the individual's rights and freedoms, it is expected that all members will conduct themselves in such a way as to avoid bringing WECC into disrepute or compromising its effectiveness.

This policy has been prepared to protect the privacy, confidentiality and interests of WECC. This policy only applies to club related issues and is not meant to infringe upon an individual's personal interaction or commentary online. However, all members are asked to respect the privacy, confidentiality and propriety of WECC and those working on their behalf, and not post anything that might be considered to breach this. Members should take extra care when discussing information relating to WECC affairs as discussions can sometimes be misinterpreted and could potentially put other members or the public at large at risk.

All members should be aware that any inappropriate posts made to social media sites could lead to disciplinary action and in extreme cases, civil and criminal liability. All members must take account of the following before posting to the internet, including engaging in blogging or the use of forums, video sharing or social networking sites.

Guidelines for Members:

West Essex Cricket Club encourages all members to exercise discretion, thoughtfulness, and respect for your peers, managers, captains, umpires, opponents, supporter, coaching staff and the club's supporters/community (social media fans)

What Members Must Not Do/----:

1. Members must not divulge any confidential information or information belonging to WECC which is not in the public domain or expand upon such information already available in the public domain.
2. If any member disclose that they are attached to WECC then it must be made absolutely clear that any views expressed do not represent the official position of WECC but are the views of the individual.



3. Any photographs of WECC staff in club garments must not be used to harass, intimidate or bring the club into disrepute
4. Members must not display offensive images or make offensive comments, or in any way harass, intimidate, bully, victimise or discriminate against other members.
5. Members must not post anything on social media which potentially pits one part of the club against another. We are all on the same page in wanting the best for the club now and in the future, so let's keep it that way!
6. Members must not discuss or speculate on the internal team or club policies or operations.
7. Members must not criticise or engage in a dialogue that could disparage peers, managers, captains, umpires, fans, opponents, coaching staff and the club's supporters/community (social media fans).

A breach of any of the above may lead to disciplinary action up to and including expulsion.

Guidelines for Committee Members/ Committee Members Responsibility:

1. Social media identities, logon IDs and user names may not use the club's name without prior approval from a member of the Club Committee.
2. It is preferable to have 1 official social media channel per type (i.e. 1 Facebook Page, 1 Twitter account, 1 Instagram), these will be the recognised channels through which the club and its members broadcasts messages to the community, any additional (unofficial) channels will not have the express permission of the Committee and the broadcast of club messages via these unofficial channel is will be deemed to be against the terms of the social media policy. Communications then should be clear and consistent and not clash against other messages.
3. When using an official club recognised social media channel, assume at all times that you are representing West Essex Cricket Club
4. Confidential or proprietary club information or similar information relating to third parties should not be shared on social media

It's also the duty of the committee members to implement the West Essex social media policy and take action if they become aware of any breach of this policy and should explain the club's policy on the use of social media and networking sites and take steps to promote awareness of this policy. It is important to note that the Club will monitor its own social networking pages only. Any comments made on an individual's social networking page remain the responsibility of the poster, Club will accept no liability for those comments, nor any actions taken as a result.

All uses of social media must follow the same standards of conduct, behaviour and ethics that WECC members must otherwise follow. These guidelines are not meant to stifle good-natured banter, hinder communications, or stop people chatting online. However, we must need to be careful. If you have any doubt about posting content on these social media sites, please consult the **Social Media Co-ordinator Rehan Shamim.**

Due to the evolving nature of social media, the policies and guidelines are subject to revision by the club's management team. We will also welcome feedback from the club membership to the **CWO – Colin Baxter, Baxter c4@sky.com.**